

## Message Text

LIMITED OFFICIAL USE

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ACTION COME-00

INFO OCT-01 ARA-06 ISO-00 EB-08 SS-15 SSO-00 NSC-05

NSCE-00 /035 W

-----312156Z 109132 /44

O R 312130Z MAR 77

FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC IMMEDIATE 840

INFO AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

LIMITED OFFICIAL USE BRASILIA 2524

FOR SECRETARY KREPS FROM AMBASSADOR

E.O. 11652: N/A

TAGS: OVIP, BEXP, BR

SUBJ: US TRADE CENTER OPENING: ATTENDANCE OF SECRETARY  
OF COMMERCE

1. AS YOU RECALL, LAST MONTH I RAISED WITH YOU THE  
POSSIBILITY OF YOUR VISITING BRAZIL TO OPEN THE NEW  
SAO PAULO TRADE CENTER WHICH IS TO BE INAUGURATED ON  
MAY 16 THROUGH A WEEK-LONG PROGRAM UNDER THE JOINT  
AUSPICES OF THE CENTER AND THE AMERICAN CHAMBERS OF  
COMMERCE IN SAO PAULO AND RIO DE JANEIRO. ALTHOUGH I  
AM VERY CONSCIOUS OF THE MANY DEMANDS ON  
YOU, PARTICULARLY DURING THIS INITIAL PERIOD, I  
CONTINUE TO BELIEVE THAT YOUR PERSONAL PRESENCE HERE  
WOULD BE MOST VALUABLE IF YOUR SCHEDULE COULD BE  
ARRANGED TO PERMIT THIS VISIT.

2. YOUR PARTICIPATION IN THE INAUGURAL EVENT WOULD  
DEMONSTRATE TO THE BRAZILIAN GOVERNMENT AND PUBLIC  
THE IMPORTANCE THE USG ATTACHES TO THE NEW TRADE  
CENTER, THE ONLY SUCH CENTER ON THE SOUTH AMERICAN  
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CONTINENT. IT WOULD BE GREATLY APPRECIATED BY THE  
US BUSINESS COMMUNITY HERE, WHICH INCLUDES SUBSIDIARIES  
OF ALMOST EVERY MAJOR INDUSTRIAL FIRM IN THE UNITED  
STATES. AT LEAST 35 AMERICAN FIRMS, A REPRESENTATIVE  
CROSS-SECTION OF THE DOLS 4.5 BILLION OF US DIRECT INVEST-  
MENT IN BRAZIL, ARE EXPECTED TO PARTICIPATE IN THE  
INAUGURAL PROGRAM.

3. YOUR VISIT DURING THIS PERIOD WOULD ALSO BE EVIDENCE OF USG INTEREST IN MAINTAINING CLOSE AND ACTIVE RELATIONS WITH BRAZIL, THUS HELPING TO COUNTERACT THE IMPACT OF RECENT AND PROSPECTIVE PROBLEMS BETWEEN OUR TWO COUNTRIES. THERE IS MUCH EVIDENCE THAT THOUGHTFUL BRAZILIANS ARE AS INTERESTED AS WE ARE IN MAINTAINING A SOUND RELATIONSHIP, AND YOUR VISIT WOULD BE WELCOMED BY THEM FOR THIS REASON.

4. THE CONSULTATIONS WHICH THE EMBASSY ENVISAGES FOR YOUR VISIT WOULD PROVIDE, I BELIEVE, AN EXCELLENT OPPORTUNITY FOR YOU TO ESTABLISH A PERSONAL RELATIONSHIP WITH SENIOR ECONOMIC MINISTERS HERE WHICH COULD BE USEFUL TO YOU IN DEALING WITH EXISTING AND FUTURE TRADE ISSUES OF CONCERN TO THE DEPARTMENT OF COMMERCE. (ALTHOUGH WE ARE EXTENDING INVITATIONS TO YOUR BRAZILIAN COUNTERPART, THE MINISTER OF INDUSTRY AND COMMERCE, AND TO THE MINISTER OF FINANCE, FOR THE OPENING, CONSULTATIONS ON SUBSTANTIVE ISSUES SHOULD BE HELD PRINCIPALLY IN BRASILIA -- A DAY SHOULD BE SUFFICIENT FOR THIS.)

5. RELATIVELY LITTLE TIME REMAINS FOR FIRING UP OUR ARRANGEMENTS FOR THIS EVENT. THEREFORE, I WOULD BE MOST GRATEFUL FOR AN EARLY POSITIVE RESPONSE IN ORDER TO PERMIT US TO APPROACH THE GOB.  
CRIMMINS

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NNN

## Message Attributes

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**Disposition Date:** 22 May 2009  
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**Executive Order:** N/A  
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**Original Previous Classification:** n/a  
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**Review Markings:**  
Margaret P. Grafeld  
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